

Coming out of the future from ATARI®

New Cosmos™ 3-D programmable game system.

Holoptycs™ is here. Now. Incredible three dimensional holographic game that creates game realism and excitement. Holoptycs—the hottest break-through in the history of electronic games. The biggest potential profit-maker in the industry. Cosmos could only come from ATARI.

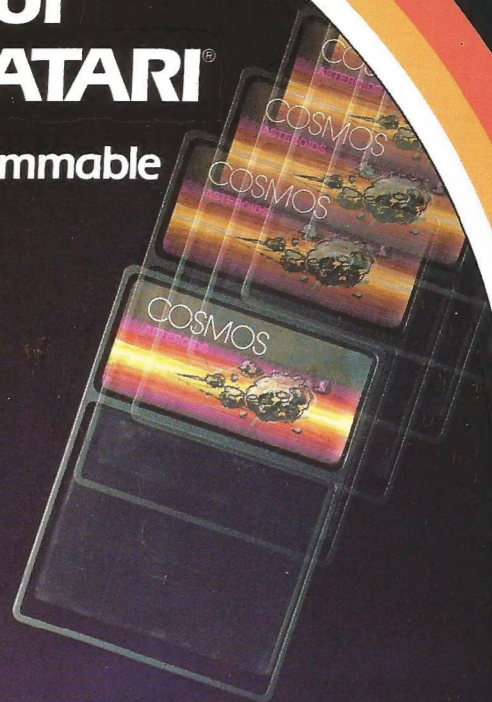
The electronic games of tomorrow available today.

- Three-dimensional "life like" Holographic effects.
- Programmable for a variety of game cartridges.
- Innovative and realistic action sounds.
- Exciting LED skill games.
- AC Adaptor included, no batteries needed.
- One or two players and tabletop convenience.


**You've never seen
anything like it before**

**ATARI®
GAME PLAN
1981**

Now with Cosmos™
and Holoptycs™



ATARI®

A Warner Communications Company 

COSMOS™

Programmable Game System

**The
Inside
Story**

ATARI® is proud to introduce a true technological breakthrough into the world of electronic games – the COSMOS™ Programmable Game System, featuring HOLOPTICS™. HOLOPTICS is ATARI's exclusive holographic technique for creating dazzling three-dimensional light images of incredible detail and realism.

COSMOS is the first consumer product ever to use this technology. Specific features of the system include:

- Dual Image Three-Dimensional HOLOPTICS™ Display
- Programmable LED Skill Games with a Variety of Game Cartridges
- Innovative Game Sounds
- AC Power Adapter Included (No Batteries Required)
- One or Two Players
- Tabletop Game for Convenient Access

The consumer has never seen anything like this before: Ultra-high technology – laser-generated HOLOPTICS combined with the exciting interactive games for which ATARI is famous.

The system uses a partially transparent HOLOOPTIC plate in front of an array of LED's (light emitting diodes). The player sees a 3-D image superimposed over red game figures (cars, missiles, gunfighters) illuminated by the LED's. During game play, the red figures move about the illuminated HOLOOPTIC stage under computer and player control. At certain moments during a game, the 3-D image magically changes to indicate an outcome or some new aspect of game play.

The HOLOOPTIC plate comes in a cartridge which fits into the base unit. Each cartridge – eight initially – provides a new 3-D image and game play.

COSMOS is a completely new, totally exclusively game system. The consumer is about to be dazzled with the most startling advance in electronic game technology.



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Cosmos The Third Dimension Price Schedule

Retailer & Distributor

EG500 Cosmos The Third Dimension
(minimum order: 48 units)

Dealer Cost	Mfg. Sugg. Cost
\$65.00	\$99.95

Game Cartridges

(minimum order: 96 units)

EG501 Space Invaders™*	\$ 6.90	\$ 9.95
EG502 Superman**	\$ 6.90	\$ 9.95
EG503 Outlaw®	\$ 6.90	\$ 9.95
EG504 Destroyer™	\$ 6.90	\$ 9.95
EG505 Asteroids™	\$ 6.90	\$ 9.95
EG506 Road Runner***	\$ 6.90	\$ 9.95
EG507 Football	\$ 6.90	\$ 9.95
EG508 Basketball	\$ 6.90	\$ 9.95

Sales Program

Standard Terms: Retailer: Net 30 from date of invoice.
Distributor: Net 60 days from date of invoice.

Extended Terms:

Retailer—net December 10. Product must ship before November 9, 1981, to qualify for extended terms for retailer, or it reverts to a normal program of net 30.

Distributor—½ November 16, 1981, ½ January 11, 1982. Product must ship by September 30, 1981, to qualify for extended terms for distributor, or it reverts to a normal program of net 60.

For Retailer or Distributor to qualify for extended terms, the purchase must be a minimum order of 500 base units and/or 500 Game Cartridges.

Warehousing Allowance—\$5 per unit on base units when 500 or more are purchased (price becomes \$60). \$40 per cartridge on game program cartridges when 500 or more are purchased (price becomes \$6.50). **THERE MUST BE ONE SHIPMENT TO ONE LOCATION TO QUALIFY FOR THIS WAREHOUSING ALLOWANCE FOR BASE UNITS OR GAME CARTRIDGES!**

Prices—Prices are subject to change without notice. Products not price protected. Products are invoiced at prices in effect at time of delivery.

Shipping Terms—All products are FOB Atari Distribution Centers, Sunnyvale, California, Edison, New Jersey, Wheeling, Illinois. **ATARI RESERVES THE RIGHT TO SHIP FROM ANY OF ITS WAREHOUSES IN WHICH PRODUCT IS AVAILABLE. THE TERMS ARE FREIGHT COLLECT FROM THE WAREHOUSE SHIPPED.**

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*** (Trademark of Warner Bros. Inc.).



A Warner Communications Company



Co-op Advertising—Please consult the 1981 Co-op Ad Program folder for details.

Return Policy—Returns for credit only will be limited to products which are initially defective within 30 days of purchase, and are listed in our current catalog. All returns of 50 Cosmos units or more must have written approval of both appropriate sales representative and Atari Regional Manager. All returns must first be authorized by the Atari Credit Department and have a valid RMA number which will be issued by an authorized Atari Sales Representative, and Atari shipping label. Atari retains the right to debit back to any customer a \$20 handling charge for any games which are returned and found not defective.

NO STOCK BALANCING PROGRAM.

Shipping Specifications

Base Unit

Shelf Pak	15½" x 9½" x 7¼"
Shelf Weight	5 pounds
Case Lot	4

Case Pak	20" x 15" x 16"
Case Weight	22 pounds

Game Program Cartridges

Shelf Pak	5½" x 7½" x 15/16"
Shelf Weight	5 oz.
Case Lot	6
Case Pak	8" x 6" x 6½"
Case Weight	2.75 pounds

